

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

_____)	
Merchandising Permit Request of Allied)	ORDER
Beverage Group, LLC for the ABG)	PRN 0941201
Wine & Beer Expo on April 4, 2012)	
at Borgata Hotel Casino & Spa)	
(Trade Show at Borgata))	
_____)	

Allied Beverage Group, LLC ("Allied") filed a Request (PRN 0941201) for Merchandising Permits for the ABG Wine & Beer Expo, a trade show event during which alcoholic beverage suppliers display their products and specialty drinks to licensed alcoholic beverage retailers, to be held on April 4, 2012 from 3:00 p.m. until 8:00 p.m. at the Event Center at Borgata Hotel Casino & Spa ("Borgata").

The holder of a Merchandising Permit, issued pursuant to the Division of Gaming Enforcement's ("Division") authority under *N.J.A.C. 13:69I-5.2*, is authorized to gratuitously dispense samples of alcoholic beverages *only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the above noted merchandising show.* Each permittee may also accept orders for alcoholic beverages from New Jersey licensed retailers.

Allied Beverage Group is the sponsor of the Merchandising Event, as well as a participant, and is not required to have a Merchandising Permit because it possesses a New Jersey Alcoholic Beverage Control ("ABC") Omnibus Permit, a copy of which has been provided to the Division. In addition, the twelve (12) companies set forth as Exhibit A are also authorized to participate at the event and are not required to have a Merchandising Permit because they also possess an ABC Omnibus Permit, copies of which have been provided to the Division.

Also participating in the event are thirty (30) permittees, identified in Exhibit B, who each seek the issuance of a merchandising permit from the Division. They do not hold an Omnibus Permit from the ABC.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1.1 et seq.*, and *N.J.A.C. 13:69I-5.2*,

IT IS on this 3RD day of APRIL, 2012 **ORDERED** that the Request be granted and that Allied is issued permit **2012-137-MD** authorizing this event at Borgata.

IT IS FURTHER ORDERED that those permittees identified in Exhibit B, having paid the requisite fee, be issued merchandising permits pursuant to *N.J.A.C. 13:69I-5.2* for the purpose of participating in the event conducted by Allied.

IT IS FURTHER ORDERED that this Request is granted subject to the following conditions:

1. The merchandising permits will be effective on April 4, 2012 from 3:00 p.m. until 8:00 p.m.
2. No person under the age of twenty-one (21) will be invited to attend the event and Allied and Borgata will insure against providing alcoholic beverages to any individual who is under the age of twenty-one (21) or who is actually or apparently intoxicated.
3. Allied and Borgata will maintain adequate security during the event to insure the safety of guests and employees and to prevent the removal of the alcohol by unauthorized individuals.
4. Allied and Borgata are to notify the Division of any material change to the event.
5. In conducting the event, Allied will comply with all requirements attendant to a merchandising permit, pursuant to *N.J.A.C. 13:69I-5.2*, and with all alcoholic beverage laws and regulations of the Division and as deemed applicable, the ABC.
6. Allied is to obtain all necessary approvals from all other governmental authorities prior to conducting this event.

State of New Jersey
Division of Gaming Enforcement


DAVID L. REBUCK
DIRECTOR

Allied Beverage Group 2012 Wine & Beer Expo
Omnibus Permits

1. MHW LTD
2. Moet Hennessy USA INC
3. Remy Contreau USA INC.
4. Brown - Forman Corporation
5. Diageo Americas INC.
6. Pernod Richard USA LLC..
7. Banfi Products Corporation
8. Kobrand INC
9. Bacchus Technologies LLC.
10. Francis Coppola Winery LLC.
11. Frederick Wildman & Sons Limited
12. W.J. Deutsch & Sons LTD

Allied Beverage Group 2012 Wine & Beer Expo

1.	Joseph Phelps Vineyards, LLC.	2012-106-MD
2.	Klein Foods, INC.	2012-107-MD
3.	The Wine Group, INC.	2012-108-MD
4.	Merryvale Vineyards, LLC.	2012-109-MD
5.	Saintsbury LLC.	2012-110-MD
6.	Global Vineyard Importers, INC.	2012-111-MD
7.	C. Mondavi & Sons (Charles Krug Winery)	2012-112-MD
8.	Vino.com, LLC. (Total Beverage Solutions)	2012-113-MD
9.	Vision Wine & Spirits	2012-114-MD
10.	Trefethen Vineyards Winery, INC.	2012-115-MD
11.	Delicato Vineyards INC.	2012-116-MD
12.	R & B Cellars INC.	2012-117-MD
13.	Surville Enterprises Corp.	2012-118-MD
14.	Levendi, LLC.	2012-119-MD
15.	Bronco Wine Company	2012-120-MD
16.	Chelsea Forge Vinters , LLC.	2012-121-MD
17.	Ascentia Wine Estates LLC.	2012-122-MD
18.	D&V Internantional INC.	2012-123-MD
19.	Montinore Vineyards Limited	2012-124-MD
20.	Wilson Daniels LTD.	2012-125-MD
21.	Prestige Wine Imports Corp.	2012-126-MD
22.	Far Niente Winery, INC.	2012-127-MD
23.	Cognac One LLC.	2012-128-MD
24.	Broadbent Selections, INC.	2012-129-MD
25.	Grgich Hills Cellar	2012-130-MD
26.	Vineyard Brands, INC	2012-131-MD
27.	Hahn Family Wines	2012-132-MD
28.	Ren Acquistion INC. (Renwood Winery)	2012-133-MD
29.	Empson (U.S.A.) INC.	2012-134-MD
30.	ST. Killian Importing Co. INC.	2012-135-MD